

CCC Early Detection and Screening Committee Meeting Minutes
 Wednesday, July 18, 2007
 2:00 – 3:30 pm
 Location: AZ Department of Health Services, 150 Bldg, Room 465B
 Conference Call-in number 602-542-9002

Attendees: Richard Jones, Marilyn Gardner, Susan Priest, Shannon Myers, Jessica Han, Kendra Sabol, Sharon Jaycox, , Connie Williams, Jennifer Lenz
 Apologies: Jacqueline Manker

Agenda Items	Discussion	Follow-up Items
Review 4/18/2007 Minutes	Previous meeting minutes were reviewed. No changes were made.	
Review Action Items Log	The Action Items Log was updated. Refer to this document for updates.	
Women's Health Week	Marilyn Gardner reported that Women's Health Week went very well this year. Fifty events were held throughout the state. The planning committee is reconvening to discuss lessons learned as well as discuss how to get businesses and other sectors during that week. Clear Channel was very helpful this year in providing media coverage and a radio spot in support of the week. Based on the success, this event has been requested to continue as an annual event.	
CCC Colorectal Cancer Screening Update	Jennifer provided an update for the committee. Focus groups conducted as part of the media campaign's formative research process has been completed. The program is awaiting results and final report of the focus groups. The Medical Advisory Board has been active in meeting to create the clinical protocols for the screening program. The screening project is targeted to start 7/1/2008. The program is working on building the infrastructure to support the program.	
October Breast Cancer Awareness Month Activities Discussion and Planning	<p>The group discussed promotion of Breast Cancer Awareness during October. Shannon Myers from PIMC indicated that they are planning a Women's Fair one day in October. They will be looking to have a walk-in pap day and walk-in services. They also will be holding an event for breast cancer survivors through a pharmaceutical company to allow women to paint canvases of their experience. Shannon requests the committee work through Yvette for help with planning and supporting the event.</p> <p>Susan Priest from Susan G. Komen for the Cure in Tucson indicated they will be participating in health fairs throughout October. They have a special event October 6th, called "Get Tied to the Cure" in which they partner with the Well Woman HealthCheck Program and Mobile On-Site Mammography to provide education and screening. Dr. Jones from Humana suggested that perhaps he could work with Susan related to this event as Humana has a large population in Tucson.</p> <p>Marilyn Gardner raised the issue that education is still needed, indicates she has had 19 years old requesting mammograms, concerned about ACS' recommendation for MRI's for high-risk women will be another point of confusion.</p>	<p>Dr. Jones to contact Susan from Komen to discuss partnership for their Tucson "Get Tied to the Cure" event.</p> <p>Jennifer to contact Yvette with PIMC to help with Women's Fair.</p>

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	She raised the need for partners and continued education. Committee members agree.	
March – Colorectal Cancer Awareness Month Activities Discussion and Planning	<p>Jennifer reported that the committee has been approached by the local liaison for the Colorectal Cancer Alliance to help promote March as colorectal cancer awareness month. The liaison, a colon cancer survivor, has been working with her treatment team and discussions are underway regarding the possibility of an awareness race/walk. The committee is unclear what role is being requested. The committee agrees to work on activities during this month and will further elaborate on plans after October breast cancer awareness activities are set and completed.</p> <p>Sharon Jaycox mentioned that September is Prostate Cancer Awareness month and the Southwest Prostate Foundation was interested in how the committee could help promote activities. The committee discussed it could help support efforts but the current focus of the committee was related to increase breast and colorectal cancer screening rates. The committee will discuss at the next meeting ideas.</p>	Jennifer agrees to contact the liaison to get clarification on the role of the committee related to a specific race.
Sharing of Current Initiatives	<p>Humana – Dr. Jones reports that Humana continues to use self-breast exam cards. Expresses interest in wanting to work through Susan G. Komen both in Phoenix and in Tucson. He will connect with Susan to identify their next education committee meeting.</p> <p>AHCCCS – Connie reported that AHCCCS has newsletters that go to both Members and Providers and will explore the option of having something related to breast cancer awareness month in the October issue.</p> <p>Susan G. Komen – Southern Affiliate – Susan reports that their organization will be involved in health fairs and events throughout October. Has a “Get Tied to the Cure” event to be held in Tucson in October.</p> <p>The committee suggested some other opportunities for involvement – Suggestions that there be an AZ Republic piece, perhaps an editorial from Komen, ACS etc. since there are so many barriers within the state to get this done. Another idea was to approach Clear Channel to provide free PSA's, approach Tribal News Papers, as well as the Arizona Informant, an African American targeted publication.</p> <p>The committee identified the need to get hospitals on board to promote screening.</p> <p>Sharon Jaycox mentioned that Safeway selects breast cancer as one of their active community initiatives.</p>	Sharon agrees to contact Safeway to explore opportunities to partner during October.

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	<p>Additional discussion took place related to the uniform messaging and possible confusion with the MRI recommendation. Marilyn requested the organizations on the line provide their stance on this issue:</p> <ul style="list-style-type: none"> - Komen – MRI's should be used for high-risk women only, and is not a recommendation for everyone PIMC – Can be indicated for women with dense breasts at high-risk, women with implants, and multi-focal DCIS to further look at the extent of the disease. 	
Next Meeting Date	TBD	Jennifer Lenz to schedule next meeting and distribute date, time, and meeting location information.